

SEATTLE'S OFFICE OF CABLE COMMUNICATIONS CABLE AND INTERNET SURVEY

Purpose of Survey

We want to hear from you!

The City of Seattle will soon be negotiating a new franchise agreement with Comcast. To prepare for these negotiations, the City is conducting a review concerning Comcast's past performance.

We also want to learn about the future cable-related needs of the community. We welcome all Seattle residents to respond to this cable television and Internet survey. Although we cannot guarantee that all your concerns will be addressed, your responses will help the City to determine the future terms and conditions that may be included in a renewed franchise agreement. Please take a few minutes to complete our survey by answering all questions that apply to you.

Thank you for participating!

Contact Information for Survey or Franchise Renewal Information:

If you would like to comment on the survey, your cable service, or any other cable related issues, please contact our office at (206) 684-8498. This survey is posted on the City's web site at: seattle.gov/cable.

If you prefer to mail in the survey, please mail it to the following address:

City of Seattle
Department of Information Technology
Office of Cable Communications
P.O. Box 94709
Seattle WA 98124-4709

**PLEASE CIRCLE OR PLACE A CHECK MARK ON EACH OF
YOUR RESPONSES.**

1

*How do you currently receive your television signal?

- ☐ Cable TV
- ☐ Satellite
- ☐ Just Receive What Comes In For Free
- ☐ Don't Own a TV / Don't Watch TV
- ☐ Don't Know
- ☐ Other, Please Specify

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*Are you a Comcast Cable TV subscriber?

Yes	No	No, but I am a former Comcast cable TV subscriber
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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If you do not subscribe to cable television, please choose from the following reasons for not subscribing? Please check all that apply.

- ☐ Not Applicable
- ☐ Lack of interesting programs
- ☐ Don't want the kids to watch more television
- ☐ Can't get service
- ☐ Price
- ☐ Can't afford
- ☐ Don't watch TV
- ☐ Don't want cable or more channels
- ☐ I have satellite
- ☐ Service issues
- ☐ I don't understand cable and all the choices.
- ☐ Too many objectionable programs including objectionable programming for children.
- ☐ Other: Please specify

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*How much time do you spend watching television each day?

- ☐ Less than one hour a day
- ☐ One to three hours a day
- ☐ Four to six hours a day
- ☐ More than six hours a day

CABLE TELEVISION

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*Please select which Comcast cable service tier that you currently receive?

- ☐ Limited basic (priced at about \$12.30 per month)
- ☐ Standard or Expanded Basic (priced at about \$40 per month)
- ☐ Digital
- ☐ Premium channels (e.g., HBO, Showtime)
- ☐ Pay per view
- ☐ High Definition Television (HDTV)
- ☐ Don't know
- ☐ None of the above
- ☐ Other, Please Specify

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In your opinion, which of the following matters the most with regard to your cable TV service? Or, if you don't subscribe, please check the boxes that would matter most in a future decision to subscribe.

- ☐ Price
- ☐ Customer service

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- ☐ Picture/sound quality
- ☐ Availability of quality programming
- ☐ Choice of channel packages
- ☐ All are equally important
- ☐ Other, Please Specify

PROGRAMMING

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*How do you feel about the types and variety of programs and channels on your cable service?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Not applicable

8

*Which types of programs would you like to see more of? Please check all that apply.

- ☐ Public and civic affairs
- ☐ Neighborhood affairs and news
- ☐ Arts and culture
- ☐ Sports
- ☐ Recreation and leisure

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- ☐ Religion
- ☐ Environment
- ☐ Programming addressed to diverse ethnic and minority interests
- ☐ Audio programming (including a selection of local FM radio stations)
- ☐ Business news
- ☐ General entertainment (including but not limited to movies)
- ☐ Children's programming
- ☐ Family programming
- ☐ Science / documentary
- ☐ Canadian programming
- ☐ Educational Programming
- ☐ None of the above
- ☐ No opinion
- ☐ Not Applicable
- ☐ Other, Please Specify

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Please list any specific channels or programs that you would like to be made available on your cable TV system that are not currently offered.

- a.
- b.
- c.
- d.
- e.

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*Assuming there is a monthly minimum connection fee, if you could add on additional channels or programs for an additional cost to create your own customized package, how likely would you be to do so?

- ☐ Very Likely
- ☐ Somewhat likely
- ☐ Somewhat unlikely
- ☐ Very unlikely
- ☐ Don't know

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*Are you aware that Comcast cable subscribers may choose certain individual premium channels such as HBO and Showtime for an additional charge without subscribing to a more costly full digital package?

- ☐ YES ☐ NO

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*How do you feel about the amount and quality of television coverage of community news and events?

- ☐ Just about right
- ☐ Need more coverage, but quality is ok
- ☐ Need better quality, but coverage is ok
- ☐ Need better quality and better coverage
- ☐ Too much coverage and/or quality is too high
- ☐ Don't care
- ☐ No opinion
- ☐ Not applicable

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*How important do you think it is for residents and community organizations to have the opportunity to create and show their own local programs to a wide audience via cable TV?

- ☐ Very important
- ☐ Important
- ☐ Not that important
- ☐ Not at all important
- ☐ No opinion / don't know

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*Have you ever watched the public access channel, Seattle Community Access Network (SCAN), on channel 77/29?

- ☐ Yes
- ☐ No
- ☐ Have come across it while channel surfing but have not viewed an entire program
- ☐ Don't know for sure

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If yes, how often do you typically watch SCAN public access channel 77/29?

- ☐ Never
- ☐ Not Applicable
- ☐ Daily
- ☐ Once a week
- ☐ Once a month
- ☐ Occasionally (less than once a month)
- ☐ Unsure

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*Have you ever been involved with a production at SCAN?

☐ YES

☐ NO

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*Have you ever watched the City's government channel, the Seattle Channel, on channel 21/28?



Yes



No



Have come across it while channel surfing but have not viewed an entire program



Don't know for sure

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If yes, how often do you typically watch the Seattle Channel?



Never



Not applicable



Daily



Once a week



Once a month



Occasionally (less than once a month)



Unsure

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In general, how satisfied are you with the programming on the Seattle Channel?



Not applicable



Very satisfied



Somewhat satisfied



Satisfied

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☐ Somewhat dissatisfied

☐ Very dissatisfied

☐ Don't know / no opinion

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Which Seattle Channel programs are your favorites? Please check all that you enjoy.

☐ Not applicable

☐ City Inside/Out with C.R. Douglas

☐ City Stream with Mike James

☐ City A GO GO with Nancy Guppy

☐ Seattle Voices with Eric Liu

☐ Ask the Mayor with C.R. Douglas

☐ Council Conversations

☐ Seattle Spotlight with Kelly Guenther

☐ Beyond the Badge

☐ None of the above

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Which other local access channels do you watch? Please check all that apply.

☐ King County Government channel

☐ University of Washington channel

☐ Seattle Community College channel

☐ Seattle School District channel

☐ Seattle Community Access Network (SCAN) channel

☐ TVW (state government channel) channel

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☐ None of the above

☐ Other, Please Specify

CUSTOMER SERVICE FOR CABLE TV

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How satisfied are you with Comcast's customer service for your cable television?

☐ Not applicable

☐ Very satisfied

☐ Satisfied

☐ Dissatisfied

☐ Very dissatisfied

☐ Don't know

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*Have you experienced any of the following problems with the cable television service provided by Comcast? Please check all that apply.

☐ Not applicable

☐ Loss of picture or sound

☐ A long wait time to reach the company on the phone

☐ A long wait to receive a return message from an email or telephone call to Comcast

☐ Quality of work on installation or service visits

☐ Returning equipment or paying bills in person

☐ Lack of courtesy

☐ A long wait for installation or service visits, including not keeping scheduled appointments.

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- ☐ Billing errors
- ☐ Unclear bill
- ☐ Poor picture or poor sound quality
- ☐ None of the above
- ☐ Other, Please Specify

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*Have you contacted Comcast to resolve any of these problems?

- ☐ Yes
- ☐ No
- ☐ Don't know / don't remember
- ☐ Not applicable

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*Overall, how satisfied are you with Comcast's resolution of your problem(s)?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Don't know / don't remember
- ☐ Not applicable

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Please let us know if you have any suggestions regarding how Comcast could serve you better.

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*Have you or someone in your household ever contacted the City of Seattle for assistance with or questions about Comcast?

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If yes, how satisfied were you with service you received from the City?

- ☐ Not applicable
- ☐ Very satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ No opinion

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*Are you aware that the City has a Cable Customer Bill of Rights, cable complaint hotline and website? For information, please email us at seattle.gov/cable/comments.htm or call (206) 684-8498.

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Please let us know if you have any suggestions regarding how the City's Cable Office could serve you better?

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PRICE OF CABLE SERVICE

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*Would you say that the amount you pay for cable television is:

- ☐ Not applicable
- ☐ A bargain
- ☐ Priced about right
- ☐ Too expensive
- ☐ Don't know / No opinion

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*What is your opinion regarding the increases in cable service rates that Comcast has implemented while you have been a cable TV customer?

- ☐ Not applicable
- ☐ I am not aware of any increases
- ☐ Increases have been fair and reasonable
- ☐ Increases occur too often
- ☐ Increases have been a little too high
- ☐ Increases have been very high and unreasonable

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*Do you think it's important for Comcast to provide a discount for low income subscribers, particularly low-income elderly and disabled?

- ☐ Yes
- ☐ No
- ☐ Don't know / No opinion

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*Are you aware that Comcast currently provides a discount of approximately \$4.00 discount for limited basic and expanded basic cable service to low income seniors, disabled, and people living in subsidized housing? (For information on how to get the discount, please email us at seattle.gov/cable/comments.htm may also call the Office of Cable Communications at (206) 684-8498.

☐ YES ☐ NO

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*Overall, how satisfied are you with Comcast's cable TV service?

- ☐ Not applicable
- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know/No opinion

INTERNET

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*Do you have a residential connection to the Internet through any of the following?

- ☐ Cable (from Comcast)
- ☐ Dial up modem
- ☐ DSL
- ☐ Wireless (Wi-Fi)
- ☐ Web television
- ☐ No
- ☐ No, but I do have access to the Internet through school or work

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☐ Don't know

☐ Other, Please Specify

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*Do you think it is important to be able to choose from multiple ISPs when using a cable Internet service?

☐ Yes

☐ Yes, but only if it doesn't cost any more

☐ No

☐ Does not matter / no opinion

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*Which of the following Internet capabilities do you use now or see yourself using in the next five years? Choose as many as apply.

☐ Video games over the Internet

☐ Sharing photos, music or videos

☐ Conducting financial transactions on line, including purchases, managing investments, and paying bills online

☐ Telecommuting

☐ Creating content for the Internet (e.g., helping contribute to a website, creating an online diary (blog), posting your thoughts on an online bulletin board)

☐ Interactive communication with governmental officials during public meetings or at other times

☐ Interactive participation with community groups and organizations

☐ None

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CUSTOMER SERVICE FOR INTERNET

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*Please select which statement most closely describes your experience with Comcast Internet customer service representatives.

- ☐ Representatives seem very knowledgeable and helpful
- ☐ Representatives try to help, but are not knowledgeable.
- ☐ Representatives are neither helpful nor knowledgeable.
- ☐ Ability seems to vary with the customer service representative.
- ☐ I have been incredibly frustrated with their complete lack of knowledge and ability to help.
- ☐ I have never spoken to a Comcast representative regarding my Internet service.
- ☐ I don't subscribe.

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*Have you experienced any of the following problems with the Internet access service provided by Comcast? Please check all that apply.

- ☐ Internet service outage
- ☐ Slow speed of Internet service at all times
- ☐ Slow speed of Internet service occasionally
- ☐ A long wait time to reach the company on the phone
- ☐ A long wait to receive a return message from email to Comcast
- ☐ Quality of work on installation or service visits
- ☐ A long wait for installation or service visits, including missed scheduled appointments.
- ☐ Returning equipment or paying bills in person
- ☐ Lack of courtesy
- ☐ Billing errors

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- ☐ Unclear bill
- ☐ Received a notice that I have exceeded bandwidth limits
- ☐ None of the above
- ☐ Not applicable
- ☐ Other, Please Specify

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*Overall, how satisfied are you with Comcast's customer service for your Internet service?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Don't know, Don't remember
- ☐ Not applicable

PRIVACY

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*Have you received a privacy notice from Comcast?

- ☐ Yes
- ☐ No
- ☐ No, I'm not a Comcast customer
- ☐ Don't Know/Don't Remember

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*Which of the following types of information do you believe it's important to protect? Please check all that apply:

- ☐ Personal information (e.g., social security number, address)
- ☐ Transaction (e.g., bill paying, ordering on-line)
- ☐ Viewing selections (e.g., adult content or expanded sports)
- ☐ Viewing habits (where or when you watch TV or surf the web)
- ☐ Don't know / No opinion

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*Are you aware that Seattle has adopted some of the toughest cable privacy regulations in the country? (For more information about Seattle's privacy legislation, go to seattle.gov/cable/privacy.)

☐ YES ☐ NO

FUTURE CABLE AND INTERNET NEEDS

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*Which of the following do you currently use, would you like to use, or see yourself using over the next years?

- ☐ High Definition TV (HDTV)
- ☐ Order movies and shows for you to watch when you want to see them (Video On Demand, or VOD)
- ☐ Real-time video games over the Internet
- ☐ Video conferencing
- ☐ Home networking
- ☐ Connecting to office computers from home (Virtual Private Networks)
- ☐ Accessing the Internet over wireless (Wi-Fi)
- ☐ Interactive television (ordering products through your television or communicating with other viewer watching the same show)

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☐ Telephone call over the Internet (VoIP)

☐ None

☐ Other, Please Specify

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Please provide any comments you may have regarding future cable and Internet needs for Seattle citizens:

MISCELLANEOUS

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*What is your home zip code?

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*What is your age range?

☐ 21 or younger

☐ 22-34

☐ 35-54


☐ 55 or older

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*What is your gender?

☐ Male

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 Female

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If you would like to be on the Cable Office's email list for any future notices concerning Comcast franchise renewal proceedings, please add your email address below.

THANK YOU FOR RESPONDING TO THIS SURVEY!